



# Sign Ordinance Frequently Asked Questions

**Q: What is a sign?**

A: As legally defined by our ordinance, a sign is any device or illustration, illuminated or not, that is visible from any public right-of-way.

**Q: When will the new Sign Ordinance become effective?**

A: The new ordinance was approved on February 3<sup>rd</sup>, 2014 and will become effective on June 1<sup>st</sup>, 2015.

**Q: What are the most significant changes to the existing Sign Ordinance?**

A: By and large, the existing Sign Ordinance has not changed that dramatically. The most significant differences between the existing ordinance and the new ordinance are that the new ordinance is a more thorough document. The new ordinance provides a more comprehensive legal definition of what a “sign” is and a more inclusive list of sign types and uses. The new ordinance also addresses the use of modern methods such as electronic signs and messages boards.

**Q: Are there any additional considerations or definitions to sign types or uses that are new to the sign ordinance?**

A: Yes, the new ordinance addresses and regulates moving, windblown, flashing rotating and handheld signage.

**Q: Is the new Sign Ordinance more restrictive?**

A: No. The new ordinance is no more or less restrictive than the existing ordinance. The goal of rewriting and updating the existing ordinance was to clarify any uncertainty of interpretation and enforcement.

**Q: What about temporary signs and banners?**

A: The new Sign Ordinance has changed very little in the regulation of these types of signs. Under the existing ordinance, these types of signs require the procurement of a Temporary Sign Permit or a Special Use Permit (*both of which contain very specific regulations as to how long a temporary sign or banner may be displayed*). That has not changed in the new ordinance. **What will change is the Town’s proactive enforcement of this ordinance.** Enforcement of the existing ordinance has fallen by the wayside, but rest assured that Town staff will work with business owners to rectify the existing nonconforming signs in town.

**Q: Are there any new options for signage?**

A: Yes! Under the new Sign Ordinance, feather signs and a-frame signs may be permitted under certain circumstances! If you are interested in receiving more information on these types of sign please contact us.

**Q: How will the new Sign Ordinance affect my existing permanent wall sign?**

A: Under legal guidance, Town staff has made painstaking efforts to ensure that the new ordinance will create as few nonconforming permanent signs as possible. In fact, in some cases, businesses may be eligible to increase the size of their permanent wall signs. Please contact the Planning Department with specific questions.

**Please contact me if you have any further questions.**

**Matthew Klem | Town Planner | [matthew.klem@rolesville.nc.gov](mailto:matthew.klem@rolesville.nc.gov) | (919) 554-6517**